

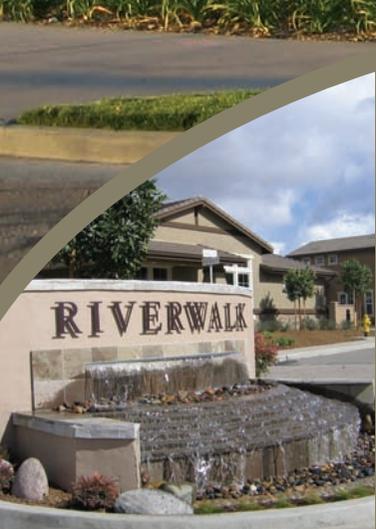
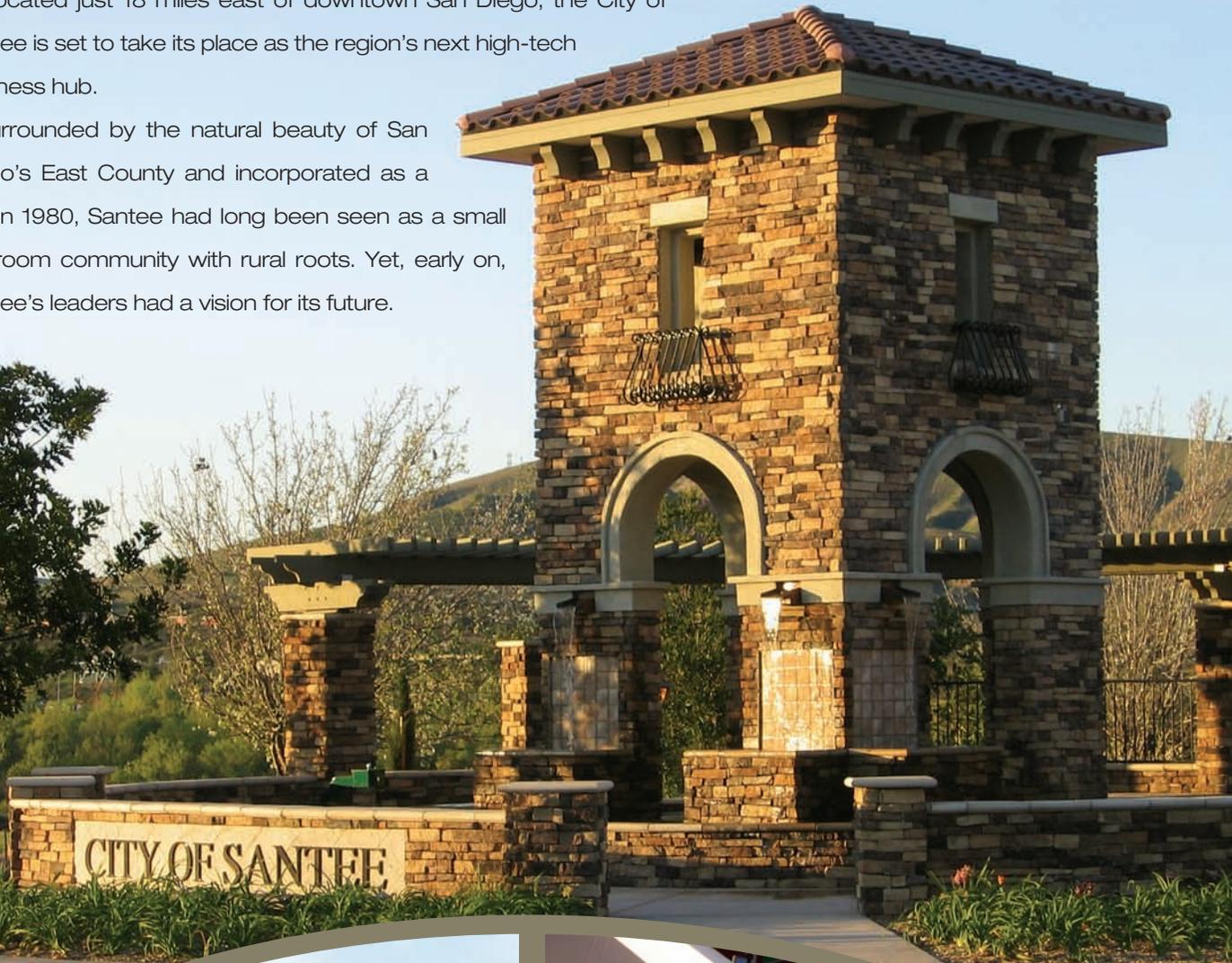


# The City of Santee

MAKING ITS MARK IN THE REGION WITH DYNAMIC NEW DEVELOPMENTS

Located just 18 miles east of downtown San Diego, the City of Santee is set to take its place as the region's next high-tech business hub.

Surrounded by the natural beauty of San Diego's East County and incorporated as a city in 1980, Santee had long been seen as a small bedroom community with rural roots. Yet, early on, Santee's leaders had a vision for its future.



Within the first few years of cityhood, they had created a Redevelopment Agency, adopted a Redevelopment Project Area, and were developing an ambitious master plan for the city's downtown core. The foundation for Santee's growth had been set.

In 1985, the City purchased a 50-acre site that today is home to the Santee Transit Center and Trolley Square Shopping Center. The Transit Center is a \$2.5 million facility that is the eastern terminus for the San Diego Trolley Green Line. The Center also serves riders for all bus services throughout the City.

On the Green Line, passengers can easily reach Santee from San Diego State University, Mission Valley and Old Town San Diego, or make easy connections with other lines to Santee from downtown San Diego or the U.S./Mexico border area.

On the 52 freeway, commuters can reach Santee from La Jolla or UTC in about 20 minutes – during the morning rush hour! Traffic flow is “against the grain.”

The Trolley cuts through the Santee Trolley Square, a modern 450,000 square-foot retail center that offers great dining, boutique shopping and department stores.

In 1986, the Santee Town Center Specific Plan was adopted setting forth a master plan to integrate commercial, residential and civic uses within 706 acres in the heart of Santee. Long before “mixed-use” or “smart growth” became accepted goals, Santee visionaries saw the need for bringing retail, business and residents closer together in a community-based lifestyle.

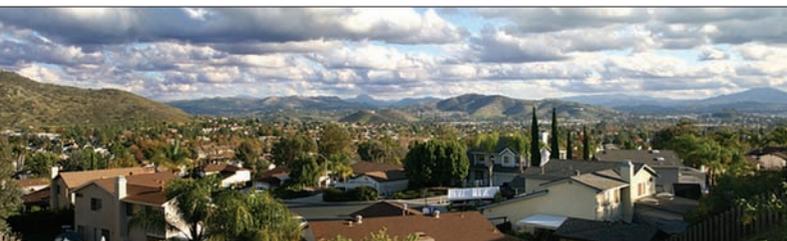
Now, the last piece of that vision is taking place: RiverView at Santee, a 1.9 million square foot corporate campus, master planned on 104 acres along the San Diego River by Ryan

Companies, US, Inc. Its first tenant exceeded expectations. The Hartford Financial Services Group is a Fortune 100 investment and insurance company with global offices in the US, Asia, South America and the UK. The Hartford chose Santee for its regional headquarters over several aggressive competitors in the region. In April 2003 Hartford moved into a 77,000 square-foot office building that comprised the first phase of RiverView at Santee.

Three years later, the Ryan Companies' master plan for the remaining phases of RiverView was unanimously approved by the Santee City Council. The development will feature LEED-inspired offices designed for technology, R&D and professional office uses, with direct access to SR 52 and SR 125 and the Gillespie Field Airport.

Located in the heart of the city, RiverView will be connected by tree-lined paths and sidewalks that lead to the 55-acre Town Center Community Park and aquatic center. There are 218 single family homes and condominiums approved for the north bank of the river, and the corporate campus will wrap around Trolley Square, making transportation easy for commuters. For those who choose to live elsewhere in town, it is walking distance to residential areas.

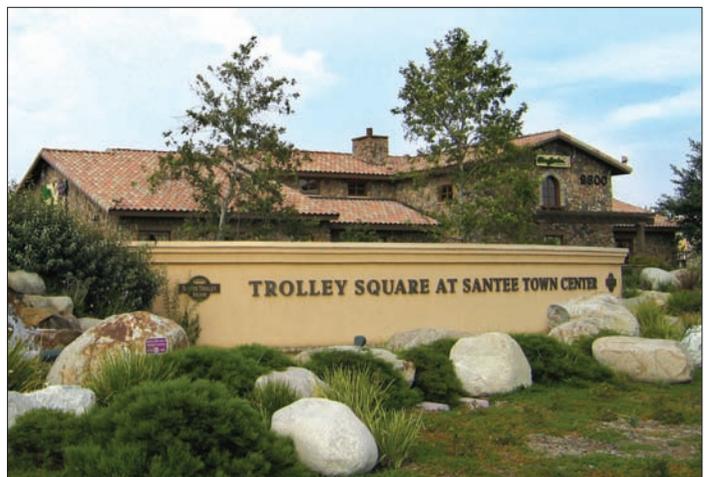
The second phase, dubbed RiverView Professional Center, is currently underway and totals 62,000 square feet in six buildings overlooking the San Diego River. As Santee City Manager Keith Till notes, “The major advantage of RiverView is its unique location as a reverse-commute from downtown San Diego and other highly desirable residential centers. What this



*This page, left, top: View over tranquil neighborhoods, a major factor in Santee's quality of life. Left, bottom: Summer concert in the 250-seat public amphitheatre next to the Transit Center. Below: One of several fountains found throughout Santee Town Center, all served by recycled water from Santee Lakes.*



*Opposite page, left: The Hartford's regional offices were the first phase of RiverView Corporate Office Park. Right, top: Santee Trolley Square offers a wide range of shopping and dining. Bottom: Mission Creek's homes and condominiums are located directly across from RiverView and Town Center Community Park.*



offers is a premier corporate campus, surrounded by convenient amenities, without the burden of tough commutes through heavy traffic.”

Unlike newer communities that are still looking for their identities, Santee takes pride in its combination of older neighborhoods and dynamic new developments. It’s no secret that housing prices in San Diego County are some of the highest in the country. Often, children starting out on their own must move away from their families, sometimes to another state, just to be able to buy their own homes. But in Santee, affordable homes in established neighborhoods are still available and the Mission Creek mixed-use development on the north bank of the San Diego River offers townhomes and condominiums as options for first-time homebuyers. “People come here to raise their families, and they stay here for the quality of life,” comments Jack Dale, a longtime Council Member and two-term Mayor.

The executive homes in the exciting new development of Fanita Ranch are being built with the entire community in mind. Before plans were settled, Barratt American – a San Diego-based developer – held workshops and meetings with the residents of Santee to best determine how Fanita Ranch would benefit them. The resulting design meets the needs of both people and nature. Fanita Ranch will be composed of four distinct villages, designed with “smart-living” principles, including energy-efficient homes. Approximately 1,380 homes will be built with lots ranging from 6,000 square feet to half-acre parcels. Nearly half of the land of the Ranch is dedicated open space with hiking and biking trails for the entire City to enjoy.

Twenty-six years after incorporation as its own city, Santee has done what few urban centers have been able to do – offer high tech opportunities, research and development facilities, an executive lifestyle – all while keeping the beauty and peace that make it the jewel of San Diego East County. ♦



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## Santee at a Glance

- The community has a population of 55,000, with a 2.8 percent growth since 2000.
- The 2005 median household income was \$73,846 – the highest median income of all East County cities and the 7th highest in the region.
- Single-family homes comprise 64% of housing stock with 70% of the homes owner-occupied – one of the highest percentages in the region.
- The March 2006 median home price in Santee was \$436,000. By comparison, the March 2006 median home price for San Diego County was \$504,000 for all new and resale housing.
- The median age of residents in Santee is 36.7, with 25.5 percent under 18 years, and 9.9 percent 65 and older.
- Santee is a family-based community with one of the lowest crime rates in the County.



# Tired of the Commute? Tired of "Quality of Life" Trade-Offs?

## *Santee* The Total Package for Business



RiverView at Santee is a 1.9 million SF master planned corporate campus on 104 acres overlooking the San Diego River. Adjacent to the Trolley Square Shopping Center and Santee Transit Center, it will feature LEED-inspired offices designed for technology, R&D and corporate uses. An amenity-rich environment, walking distance to housing, dining, and shopping, RiverView is a superior location with convenient freeway and trolley access. It is uniquely situated for a *reverse-commute during rush hour* – only a 20-minute drive from La Jolla! RiverView is a premier business location in San Diego County, providing the right environment for high growth companies.

The development is part of the 700-acre Santee Town Center, which has been master planned to incorporate major retail, commercial, residential and recreational uses within a pedestrian and transit-oriented setting. For more information, please visit: [www.RiverViewAtSantee.com](http://www.RiverViewAtSantee.com)



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